

# UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 19104

INSTITUTE FOR ENVIRONMENTAL STUDIES

(Please use address below.)

May 13, 1970

Mr. Joseph F. Cullman, 3rd  
Philip Morris Incorporated  
100 Park Avenue  
New York, N.Y. 10017

Dear Mr. Cullman:

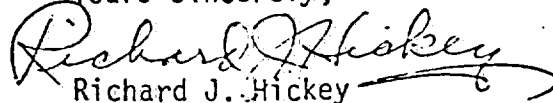
As one who is working in human ecology and studying the problem of causation of chronic diseases in man, I was quite interested in the full page advertisement in The Philadelphia Inquirer, May 4, 1970, concerning your correspondence with Mr. William B. Lewis of the American Cancer Society regarding the "smoking dogs" report by that Society.

It seems most unfortunate that purely scientific questions, such as are involved in serious studies of the mechanisms of origin of chronic diseases, should obtain widespread newspaper publicity before the scientific reports are available to the scientific community.

Since the industry felt it was necessary to make its position known via the press, I might note that I thought that the presentation in the Inquirer was informative and reasonable. The resolution of questions regarding causes of chronic diseases must be accomplished by rigorous science.

I requested a copy of The American Cancer Society's report from the Society, but was refused. I am very curious to see their discussion of their findings, particularly as they relate to a statement in the 1964 Surgeon General's Report on "Smoking and Health" as follows (p. 165): "Bronchogenic carcinoma has not been produced by the application of tobacco extracts, smoke, or condensates to the lung or tracheobronchial tree of experimental animals with the possible exception of dogs." I am curious to learn why all preceding studies indicated by the Surgeon General which produced generally negative results should be rejected now on the basis of one new study. The experimental designs must, of course, be examined.

Yours sincerely,



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